

## Message Text

UNCLASSIFIED

PAGE 01 HONG K 07081 201545Z  
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 AS-01 /018 W  
-----013372 201552Z /43  
P 200714Z JUN 77  
FM AMCONSUL HONG KONG  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 5367

UNCLAS HONG KONG 7081

E.O. 11652: N/A  
TAGS: BEXP, HK  
SUBJECT: TRADE OPPORTUNITY: FRANCHISE IN FAST FOOD CHAINS

1. MR S.T.LI. MANAGING DIRECTOR, STATE RESTAURANT LTD.,  
A WHOLLY-OWNED SUBSIDIARY OF CONCORD LTD. (WTDR 3/77)  
EXPRESSED KEEN INTEREST IN GETTING FRANCHISE FROM  
A&W INTERNATIONAL INC. (HOT DOG AND ROOT BEAR),  
BASKIN ROBBINS INC. (ICE CREAM), AND DENNY'S INC.  
(FAST FOOD RESTAURANT). PREFERENCE IS INDICATED IN ABOVE  
ORDER.

2. CONCORD LTD. (WTDR 3/77) IS ONE OF THE LARGEST TRADING  
FIRMS HERE WITH INTERESTS IN TRADING (REPRESENTS AMERICAN  
MOTORS, CHRYSLER-CAR AND MARINE ENGINES, BAYLINES - BOATS,  
CHRIS-CRAFT - BOATS, REINELL - BOATS, UNIFLITE - BOATS,  
EP - WATER SKI, STP - MOTOR OIL, AND STEELCASE - OFFICE  
FURNITURE; REAL ESTATE; AND RESTAURANTS AND NIGHT CLUBS.

3. WE BELIEVE CONCORD IS FINANCIALLY STRONG AND  
CAPABLE OF HANDLING THESE FRANCHISES WITH ITS  
EXPERIENCE HERE.

4. WITH MACDONALD'S SUCCESS HERE, CONCORD IS CONVINCED  
THAT THE ABOVE FRANCHISE WILL BE WORTHWHILE PURSUING.  
LI WROTE TO C. HICKS, A&W ON 6/3; B. ENDERWOOD,  
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BASKIN-ROBBINS ON 6/6 AND R. HIGGINS, DENNY'S ON 5/31,  
EXPRESSING HIS INTERESTS.

5. POST APPRECIATE USDOC CALLING ABOVE FRANCHISORS  
AND DETERMINE THEIR INTEREST IN CONCORD'S PROPOSITIONS.  
PLEASE ADVISE.

6. S.T.LI IS PREPARED TO TRAVEL TO U.S. FOR DISCUSSION  
WHEN CONFIRMATION OF INTEREST RECEIVED FROM ANY OF THE  
ABOVE FRANCHISORS.  
SULLIVAN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Enclosure:** n/a  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009